

The February meeting for AYHSC was held on February 5th, 2015 from 5:30-7:00pm at the Whittemore Robbins House.

In Attendance:

Adults: Ivy Laplante, Sharon Cerebone, Carlene Newell, Colleen Leger, Joe Curro, Jared Blake, Whitney Gecker, Jack Flood, Cindy Sheridan Curran, Karen Dillon

Students: Olivia Sorenson, Laura Schoonmaker, Cooper Schoenthaler and Nora Maybury

I. Welcome

Introductions -Student Advisors and community members all introduced themselves and their respective roles in our community.

II. Old Business

January meeting minutes: Approve minutes from January. Carlene moved to approve Cooper seconded all approved minutes from our January meeting.

Student Adviser Agenda Item: Project Purple Basketball game follow up report-Olivia Sorenson. Olivia reported that the basketball game raised much awareness about the Coalition and our mission at Arlington High School. It was great to see the younger basketball team members (junior vartisty?) excited about the event and Project Purple's message.

Alcohol Compliance Checks: The first phase, of compliance checks were conducted in January. Two officers from the APD, Ivy and two underage operatives conducted the compliance checks at restaurants. Three businesses were cited for serving alcohol to minors (none were repeat offenders). The Coalition is going to investigate providing training for servers and addressing cultural sensitivity and communication issues. Joe asked about the results of prior compliance checks. Colleen recalled that in our first year there were no offenders and in the second we had 7-8 offenders. Members asked how our results compare to other communities. This is something we can discuss at future meetings.

Marketing/Branding and Further Outreach:

The Coalition examined our current logo and membership and discussed ways to expand our reach, raise awareness and invite new members. What do parents want to hear, what's going on?

- Suggestions for opportunities for outreach included:
- A table and greeting parents at Parent Forums
- OPAC meeting at Ottoson
- Open houses at Schools
- Moving up ceremonies
- Guiding Good Choices
- SASFA (St Agnes) Dawn Terry is the president. Sharon will connect with them. Sharon will forward information to Cindy SC.
- Advisory time at AHS is a great time to reach students.
- Multimedia presentations are helpful and relatable.

Sharon would be interested in conducting presentations at St. Agnes and maybe Arlington Catholic.

Cooper mentioned his initial reaction to our new brochure and made some great observations regarding our use of statistics.

Discussion of Social Norms and Effective Outreach:Two basic approaches. Emphasizing the positive or using scare tactics. Do scare tactics actually deter? Olivia commented that a common theme in conflict is a lack of balance. Whitney commented on that as times goes on effect diminishes. Cites DARE is not effective in the long run. More effective is providing refusal tactics, and serving as a community relation.

A-TOWN Video Contest: Joe Curro spoke about the upcoming A-Town video contest (he is the Master of Ceremonies) and asked if the Coalition would like to become involved. The Coalition would like a presence at the contest.

Sticker Shock Update: Karen worked with students from Minuteman High School and they developed a sticker for use in the Arlington Sticker Shock Campaign. A few were designed and the group was narrowed down the four favorites. Eventually two were selected and refined for use. A final design was selected and printed.

Middlesex Partnership for Youth Event: March 11th in Westford, MA. Chris Herren will be speaking about Opiate Abuse in MA. We are registered to take 10 youth. We have sent a broadcast email out through AHS guidance and have three Freshmen interested in attending. We hope to get a few more interested.

Community Reads Event: We are partnering with Robbins library in Arlington to participate in their Community Reads programming. The book they selected has a theme of alcoholism and many other mental health issues and so AYHSC will be screening a movie and having a community discussion on March 12th in Robbins Library.

III. New Business

Discussion of Youth at Menotomy Rocks Park:

Police Dept receive role call training to learn how to effectively deal with youth caught drinking at the park. The Diversion program effectively keeps them out of the court system. The Police manage many peices of the "teen-ager puzzle" their response is a big concern and one we take seriously. They are doing a great job so far and genuinely care about the youth in our town.

Meeting Adjournment

Next Coalition Meeting - March 12th, 2015 at 5:30pm - Whittemore Robbins House